



UNIVERSITY OF  
**BATH**  
SCHOOL OF MANAGEMENT

# THE 7TH INTERNATIONAL CSR COMMUNICATION CONFERENCE (CSRCOM)

PHD WORKSHOP

UNIVERSITY OF BATH, UK  
16-17 SEPT



# WELCOME

## Welcome to the PhD Workshop of the 7th International CSR Communication Conference!

This workshop aims to provide doctoral students in the communication and CSR fields with an opportunity to discuss their research with fellow students and leading academics. The workshop will support scholars in establishing valuable networks and offer insights into developing a career in academia.

The first day of the PhD workshop (Monday 16 September) will be hybrid; this will enable PhD students who cannot come to Bath to participate in the activities online, which include keynote speeches, seminars on publishing and reviewing, and one-to-one meetings with mentors. Dinner

with the Workshop Team is planned for in-person participants. The second day (Tuesday 17 September) workshop will be in-person only.

To stay updated on the CSRCOM PhD workshop please visit the webpage: <https://csr-com.org/phd-seminar/>

Do not hesitate to contact us if you have any questions: [phdseminar@csr-com.org](mailto:phdseminar@csr-com.org)

We are looking forward to meeting you!

The PhD Workshop and Organising Team

**Diletta Acuti, Andrew Crane, Sarah Glozer, Anne Ellerup Nielsen, Christa Thomsen, Urša Golob, Wim Elving, Klement Podnar**

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Please do share your reflections on the conference via **#CSRCOM2024!**



# PROGRAMME OVERVIEW

## DAY ONE, MONDAY, SEPTEMBER 16 (HYBRID AND IN PERSON)

Venue: School of Management, University of Bath




TIME	EVENT	LOCATION
12:00 – 13:30	<b>Lunch and registration for in-person participants</b>	Pavilion
13:30 – 13:45	<b>Welcome and Introduction – Urša Golob</b>	10 East, 0.19
13:45 – 14:30	<b>Introduction to CSR Communication as a field</b> An overview of CSR communication as a field of research, where it comes from, where it is going.  Urša Golob and Christa Thomsen	10 East, 0.19
14:30 – 15:00	<b>Coffee break</b>	Pavilion
15:00 – 16:30	<b>What's next? Building a career around the CSR Communication field</b> A discussion around building a research career in and around CSR communication, including issues like publishing, reviewing, special issues, job applications, networking, teaching, leadership.  Steve Brammer, Sarah Glozer, Andrew Crane, Laura Illia, Charles Cho, Jeremy Moon, Amy O'Connor	10 East, 0.19
16:30 – 17:30	<b>One-to-one meetings with mentors</b> Informal discussion on everything students feel it is useful for them to discuss.	Pavilion / 0.19
19:00 – 21:00	<b>Dinner with the Workshop Team</b> (for in person participants only)	The Bird hotel, city centre

## DAY TWO, TUESDAY, SEPTEMBER 17 (IN PERSON ONLY)


Venue:

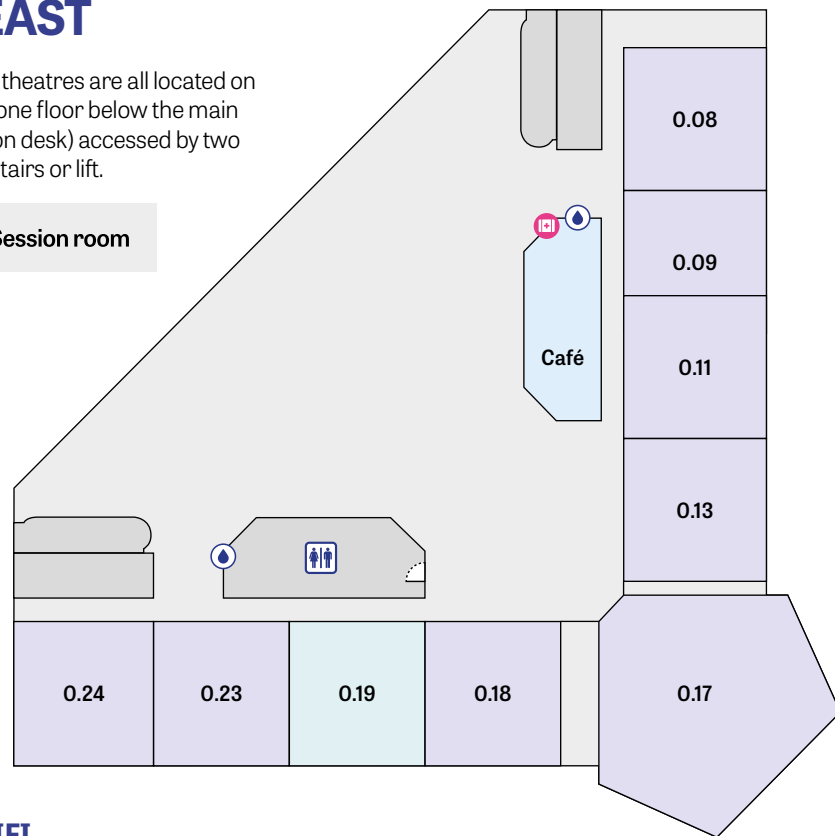
TIME	EVENT	LOCATION
9:00 – 10:00	<b>PhD students welcome presentation</b> Students present their research using one image (submitted in advance) in 3 minutes.	10 East, 0.19
10:00 – 11:30	<b>Roundtable Session I – Theory and context: Pitches and Feedback</b> Students summarize the project or paper they submitted as an application for the CSRCOM workshop, focusing on theory and context, and receive feedback from mentors and peers. All participants should read and prepare questions for each project or paper in the group.  <i>Group 1: Itziar Castello-Molina: Chang Qu, Nhi Lee, Vivian Wei Guo</i> <i>Group 2: Urša Golob: Giacomo Bagna, Lan Guo</i> <i>Group 3: Dennis Schoeneborn: Ana Mustafai, Marquardt Petersen, Giada Mattias</i> <i>Group 4: Klement Podnar: Maija Lumme, Faisal Alsalim, Jill Deschner-Warner</i> <i>Group 5: Peter Winkler: Nayla Khan, Richmond Ansah, Frederica Pettit</i>	10 East, 0.19
11:30 – 12:00	<b>Coffee break</b>	Pavilion
12:00 – 13:00	<b>Roundtable Session II - Methodology: Pitches and Feedback</b> Students summarize the project or paper they submitted as an application for the CSRCOM workshop, focusing on theory and context, and receive feedback from mentors and peers. All participants should read and prepare questions for each project or paper in the group.  <i>Group 1: Sarah Glozer: Giada Mattias, Richmond Ansah, Vivian Wei Guo</i> <i>Group 2: Diletta Acuti: Ana Mustafai, Faisal Alsalim, Lan Guo</i> <i>Group 3: Robert Caruana: Chang Qu, Jill Deschner-Warner, Nayla Khan</i> <i>Group 4: Andrew Crane: Frederica Pettit, Maija Lumme</i> <i>Group 5: Elanor Colleoni: Giacomo Bagna, Marquardt Petersen, Nhi Lee</i>	10 East, 0.19
13:00–14:00	<b>Group lunch</b>	Pavilion

# GROUND FLOOR LECTURE THEATRES 10 EAST

 Toilets
  Water point
  First Aid

Lecture theatres are all located on level 0 (one floor below the main reception desk) accessed by two sets of stairs or lift.

 Session room



## WIFI

### Guest

Everyone can use the 'Wi-Fi Guest' network. To connect first register to use 'Wi-Fi Guest'. You do not need a University email address to connect. 'Wi-Fi Guest' is provided by The Cloud. If you already have an account with The Cloud you can use this to log in.

- Open the Wi-Fi settings on your device
- Select 'WiFi Guest'
- Once connected, open your web browser and refresh the page. Your browser may open automatically
- Select your authentication method to continue, there are various options available, including social media

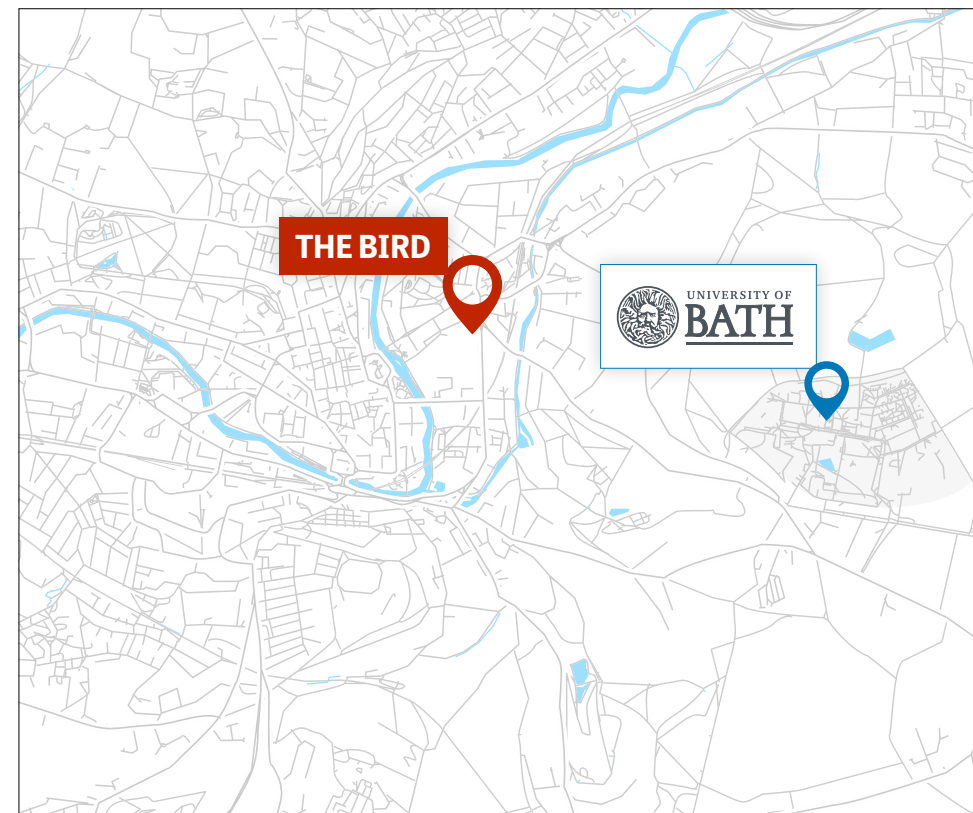
### Eduroam

Eduroam is a free, global Wi-Fi service for students and university staff. You can also use it at many other universities around the world.

If you are visiting from another university which uses eduroam, you can connect to the service here using your own university login details.

- Your university email address
- Your university password

# VENUES MAP



Address:

**The Bird**  
 18-19 Pulteney Road (South)  
 Bathwick  
 Bath  
 BA2 4EZ

**University of Bath**  
 Claverton Down  
 Bath  
 BA2 7AY

You can find detailed information about campus facilities and directions to the University in the guide available on the CSR.COM website.



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@BathCBOS



University of Bath School of Management



[bath.ac.uk/management](http://bath.ac.uk/management)